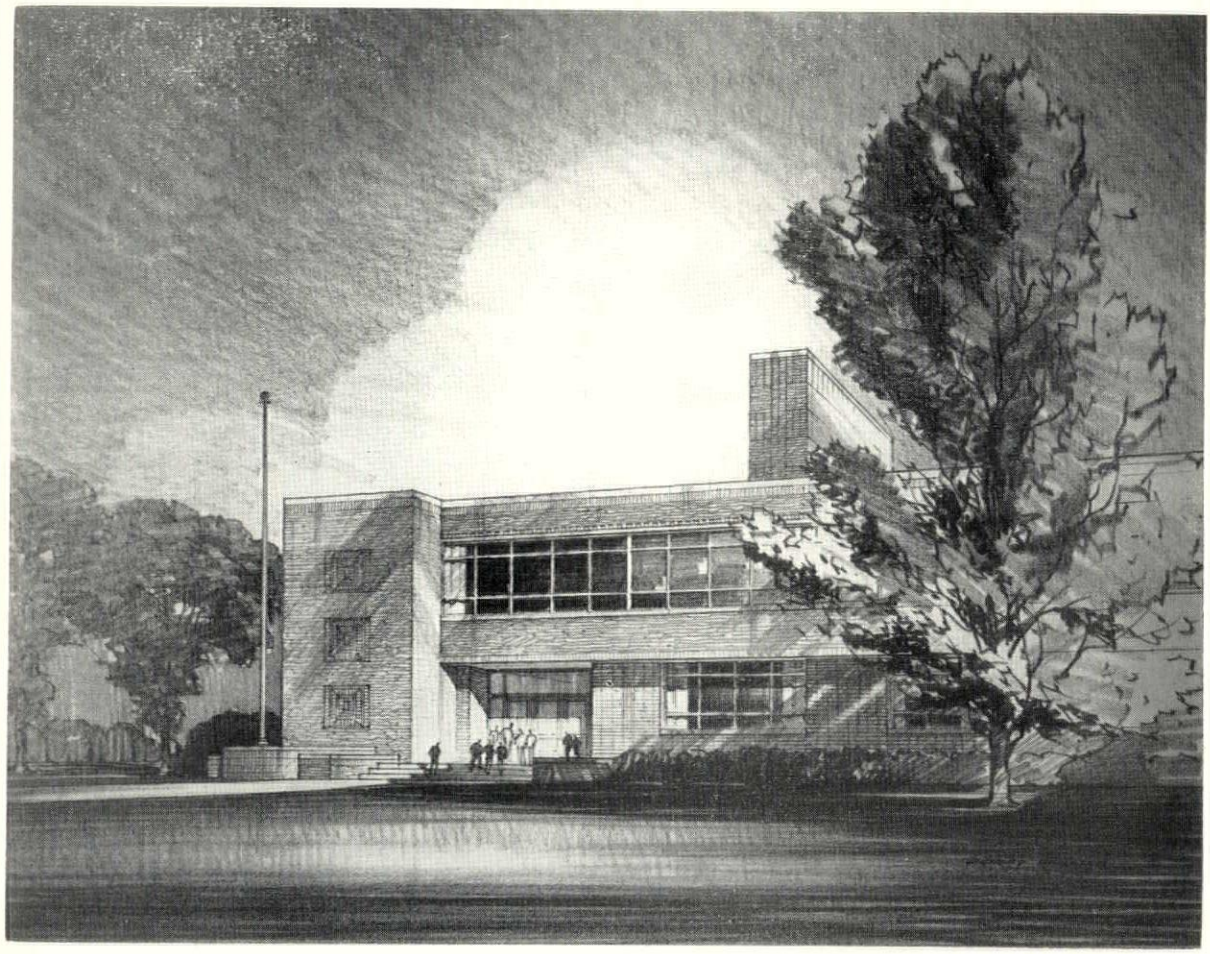
THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

THE AMERICAN INSTITUTE OF ARCHITECTS
AUG 10 10 01 AM '51
THE DEPARTMENT OF EDUCATION AND RESEARCH



FRANKLIN GRADE SCHOOL — APPLETON, WISCONSIN

MAUREY LEE ALLEN, ARCHITECT — APPLETON

JULY 1951
VOLUME 19 No. 7

THE WISCONSIN ARCHITECT
Official Publication
WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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Published Monthly
Subscription, $1.00 per year
Address all communications for publication to Editor
3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

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BOARD OF DIRECTORS MEETING WISCONSIN ARCHITECTS ASSOCIATION

The regular meeting of the Board of Directors of the Wisconsin Architects Association was held in the Colonial Room of the Plankinton House, Milwaukee, Saturday, July 14, 1951 at 10:30 A.M., with President William G. Herbst presiding.

Those present were: William G. Herbst, Maurey Lee Allen, Edgar H. Berners, Joseph J. Weiler, Arthur O. Reddemann, Fitzhugh Scott, Jr., and Leigh Hunt. By Proxy: Alvin E. Grellinger, Perc Brandt, Emiel F. Klingler, Francis S. Gurda and Lewis A. Siberz. Absent: William V. Kaeser.

A Motion to approve the Minutes of the Regular Board Meeting of May 19, was made by Mr. Reddemann. Seconded by Mr. Scott. Carried.

The Secretary announced that he had written The Institute for details on the Insurance Plan which had been sent to the membership.

It was moved by Mr. Berners, seconded by Mr. Weiler and carried that the Wisconsin Architects Association endorse the written proposal of the Blue Cross and Blue Shield, Hospital and Surgical-Medical Insurance as submitted to the Board.

It was moved by Mr. Scott that the procedure of presenting membership certificates as outlined by the A.I.A., be followed at the meeting of the Wisconsin Architects Association, Oct. 19, at which Regional Director Wilbur Henry Tusler will be present to report on the Fall A.I.A. Board meeting. Details of this meeting to be mailed to the membership when the program has been arranged. Seconded by Mr. Reddemann. Carried.

The application of George F. Zagel for Junior Associate membership in the Wisconsin Architects Association was presented. It was moved by Mr. Berners that his application be accepted. Seconded by Mr. Reddemann. Carried.

The Secretary informed the Board that he had received the Plan Books, SO YOU'RE GOING TO BUILD from the Milwaukee Sentinel on July 5. He was instructed to send on memo to Messrs. Berners and Herbst and the firm of Weiler & Strang, each, a box of 150 books at 25 cents per book; and to send 25 books, each, to Mr. Reddemann and Fred Wegner.

The Secretary reported that he now had the 1000 copies of the NEW Schedule of Proper Minimum Charges and Professional Practice.

After considerable discussion on the State Association of Wisconsin Architects Competition held in 1933 and the advantages to the Wisconsin Architects Association by the pursuance of a similar competition, a motion was made by Mr. Weiler, seconded by Mr. Berners and unanimously carried, that the Secretary revise the 1933 program, insert a notice in the next issue of the Wisconsin Architect to this effect, and send to the membership, as soon as possible, the program and details of this competition to be sponsored by the Wisconsin Architects Association.

Respectfully Submitted,

LEIGH HUNT, *Secretary-Treasurer*
July 14, 1951

JUNE MEETING MADISON DIVISION WISCONSIN ARCHITECTS ASSOCIATION

At a recent meeting of the Madison Division we were entertained with a very interesting lecture on red wood and woods generally by John Reno, Industrial Engineer for The Pacific Lumber Company, through the courtesy of The Fitzpatrick Lumber Company of Madison.

Mr. Reno spoke on grades, size and pattern of woods, urged architects to design for strengths woods are capable of withstanding and to use woods in general where their characteristics are best suited to the use.

He said that redwood is a specialty wood and that one piece of lumber used in fifty is redwood. Redwood is sometimes called a fire resistant wood because it sets up a charcoal as it burns. Redwood is used in fire doors, will take fire resistant treatment to 2" of depth.

Redwood is termite resistant. Redwood expands and contracts less than any other wood.

Redwood is excellent for paint holding but if finished naturally it will darken unless recoated every six or eight months.

Mr. Reno urged vapor barriers always. He says all blistering of paint is caused by water. Condensation being one chief cause.

If crawl spaces are used under basementless houses, by all means cover the ground with a water proof paper, lap it 6" and weight it down. He related how in some cases he had investigated, moisture from crawl spaces had passed as vapor up the stud spaces into the attic, had condensed, frozen, thawed and dripped on to a room ceiling, causing the owners to believe the roof was leaking.

Redwood is excellent for gluing and therefore is used in many milled products.

His talk was well given with a good question and answer period afterward. He is anxious to assist architects in problems of wood and will be glad to help at any time. Mr. Reno can be reached at The Pacific Lumber Co., Pure Oil Building, Chicago.

LEWIS SIBERZ, Secretary
Madison Division

* * *

COMPETITION TO BE SPONSORED BY WISCONSIN ARCHITECTS ASSOCIATION

A Resolution endorsing a Competition by the members of the Wisconsin Architects Association of both new work and alterations, in three classifications, similar to the program sponsored by the State Association of Wisconsin Architects in 1933, was adopted by the Board of the Wisconsin Architects Association at its July 14th meeting.

The various types of buildings will be divided into the following three general classifications:

1. Residential—One and two family dwellings.
2. Commercial — Apartments, Hotels, Motels, Shopping Centers, Shops, Stores, Office Buildings, Theaters, Banks, Factories, etc.
3. Public—Schools, Churches, Museums, Galleries, Libraries, Clubs, Government and Municipal Buildings, etc.

There will be two awards in each Classification, the Owners, each, to receive a certificate for framing and a bronze tablet announcing the purpose of the award, to be attached to his building.

Presentation of certificates to the Architects winning first and second places will be made at the Annual Convention of the Wisconsin Architects Association. In addition, an exhibition of all works submitted, noting the awards, will be held at a suitable place.

A program and details of this Competition will be mailed to the membership in the next thirty days.

* * *

SCHOOL COMPETITION EXHIBIT OPENS AT CITY CLUB, AUGUST 23

An exhibition of the Five Winning Designs in the A.I.A. Competition conducted by the Milwaukee School Board, together with a description of the drawings and the Jury's Report, will be opened at the City Club, Thursday evening, August 23, to remain until September 15. There will be a dinner for the members of the Wisconsin Architects Association at 6:30 o'clock on the opening night.

This competition, unlike the usual program whereby the Architect is chosen because of his winning drawings, was the first of its kind, as no detail drawings and perspectives were required, the sole purpose of the competition being for the selection of five Architects. Therefore, the program was an innovation in that it was written to test the architects on their knowledge of schools and their interpretation of the requirements, more in word than drawing, together with certain business facts.

The first place winner of the competition, Grassold and Johnson, was awarded the contract for the Northwest High School. The four second places were awarded to Harry Bogner, Walter Bogner and Associates; Eschweiler and Eschweiler; Gates, Moe, Weiss and Papenthien, William P. Kramer, Associate; Office of Fritz von Grossman and Associates and Donald L. Grieb. The Second place winners were selected to do the balance of the program for the School Board.

The Judges were Dr. John Herrick, Head of the Division of Educational Research, Ohio State University, Columbus, Ohio; Eberle Smith, Architect, Detroit, Michigan; and Richard Butterfield, Architect, West Hartford, Connecticut.

RE: THE AMERICAN ARCHITECTURAL FOUNDATION, INC. BOOKLET

The Editor has received from J. Frazier Smith, F.A.I.A., President of The American Architectural Foundation, Inc., a booklet setting forth the origin and purpose of the Foundation.

Under the FORWARD, you read, "The American Architectural Foundation calls attention to the opportunity for expanded research and education in the fields of architecture and building, and the need for funds with which to carry on this important work.

"This Foundation has been created to meet those needs. It is a non-profit organization dedicated to the further advancement of the art and science of building. Its objectives are to continue to raise the standards of architectural education, to establish needed research programs, and to correlate the efforts of the building industry, the profession of architecture and the related industries and professions for better service in the public interest."

Each architect, Mr. Smith writes, is to receive a copy of this booklet. Not only will you read it from cover to cover, because of its contents, but its appearance is such that you will be proud to keep it in evidence in your private office or reception room.

* * *

AND WE THANK YOU, TOO

A message such as this, is most heartening. It comes from M. M. Carvin, Executive Secretary, Philadelphia Chapter, A.I.A.

> "We wish to thank you for the copy of 'The Wisconsin Architect' we receive each month. The Philadelphia Chapter is now considering a similar publication because of the interest shown in the Wisconsin publication."

Say, thanks! That, we like.

* * *

The Architects-Producers' Council Annual Golf Party will be held at the Chenequa Country Club on Tuesday, August 14.

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NEW APPOINTMENTS ANNOUNCED BY INLAND STEEL PRESIDENT

Inland Steel Products Company, Milwaukee, manufacturer of steel building products and consumer specialties, has announced a consolidation of sales divisions and certain new managerial appointments, in a recent statement by Neele E. Stearns, president.

The consolidation, aimed at increasing administrative effectiveness, reduced the number of Inland's sales divisions from six to four. The former heating and ventilating products and sheets and roofing products sales divisions were consolidated into the new sheet metal products sales division. The former metal trim products and metal lath products sales divisions were united under the name of the latter.

E. J. Cullen, former manager of the sheets and roofing products sales division, was named to head the new sheet metal products sales division. G. H. Schneider became assistant sales manager of the new division.

D. L. Rossiter, former manager of the company's Cleveland plant, was appointed manager of the new metal lath products sales division. A. T. Krueger and W. G. Baum were named assistant managers.

B. B. Barker, former manager of the Chicago Branch warehouse, was appointed manager of the consumer products sales division in Milwaukee. M. P. Komar, formerly of the Milwaukee firm's parent company, Inland Steel Company, was named manager of the Chicago branch.

The new manager of the Cleveland plant, G. F. Gruenert, was formerly the manager of the Rochester, N. Y., branch. Arthur F. Pope, formerly of the Milwaukee sales district, was named to replace Gruenert as manager of the newly combined Rochester-Buffalo branch operations at Buffalo, N. Y.

* * *

MILWAUKEE BOYS WINNERS OF NATIONAL ENGINEERING AWARDS

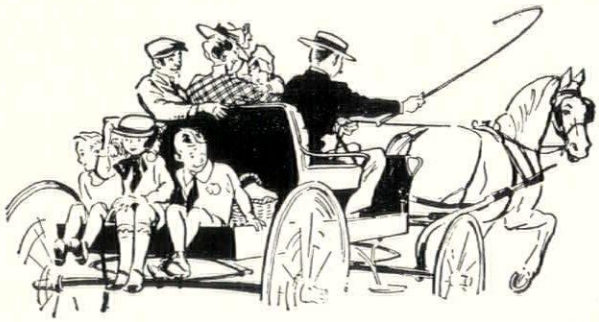
Two Milwaukee boys were among the ten winners of the 1951 scholarships in civil engineering awarded annually by the American Institute of Steel Construction. They are Ronald Haass, 3400 N. Fourth St., sponsored by Wisconsin Bridge & Iron Company, Milwaukee, and Richard Robbins, 3040 N. 62nd St., sponsored by Milwaukee Bridge Company, Milwaukee.

The ten winners were selected from a group of 52 high school seniors nominated by steel fabricating companies for the nationwide competition. The candidates, all of whom took college entrance examination board tests, came from 19 states.

Each winning candidate may use his $1000 scholarship at any engineering school on the approved list of accredited institutions.

"This scholarship program fulfills a social obligation as well as a practical need," T. R. Mullen, chairman of the Institute's Committee for Education, said in announcing the winners.

"Engineers qualified to work with structural steel are in constant demand, and our program is designed to help young men who may later choose that field get the necessary technical education.



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ARCHITECTURAL EXHIBIT OF HOSPITALS AT THE 53RD ANNUAL CONVENTION OF THE AMERICAN HOSPITAL ASSOCIATION

Kiel Auditorium, St. Louis, Missouri, September 17-20, 1951

The American Hospital Association will hold its annual convention in St. Louis, September 17-20, 1951. On the basis of past experience it is probable that attendance will be in the neighborhood of 8,000, including hospital administrators, representatives of hospital boards of trustees, women's auxiliary organizations and personnel state agencies responsible for administration of the federal hospital survey and construction act and other hospital personnel.

Architects are invited to submit exhibits of hospital structures in accordance with the following conditions:

PROGRAM ELIGIBILITY

All entries shall be submitted by registered architects and shall depict voluntary, governmental or private hospitals, outpatient facilities and medical laboratories, erected or under contract for erection, in the United States or United States Territories and possessions, or the Dominion of Canada, since January 1, 1946. Eligibility is not limited to members of The American Institute of Architects.

MANDATORY RULES OF SUBMISSION

Number of Entries

A maximum of three projects may be submitted by any one architect, or architectural firm.

Each exhibitor may submit a maximum of one model and three double mounts, but two single mounts may be substituted for each double mount allowed.

MOUNTS

All entries other than models (drawings and photographs), shall be on rigid single mounts 30" x 40" or double size mounts 40" x 60".

Each project shall be displayed on not more than two single mounts or one double mount.

Composition may be vertical or horizontal. Two mounts for one building may be arranged, one vertical, one horizontal. The composition shall be at the discretion of the entrant, provided that mandatory requirements are met.

PLANS

Site plan and principal floor plans shall be shown legibly and accurately at scale, with numerical or graphic indication of scale. Blueprints or reproductions of working drawings are not acceptable for any part of display.

PHOTOGRAPHS

Exterior—A minimum of two photographs which together shall show all principal exposed sides of the building.

Interior—A minimum of one photograph showing a typical patient corridor, patient operating room or other area intended for patient care.

Photographs shall be matt finish, sizes at the discretion of entrant. The objective is to evaluate the building, not to reward a photographer's skill in concentrating on photogenic compositions.

RENDERED DRAWINGS OF EXTERIORS

Rendered elevations or perspectives may be substituted for photographs only for uncompleted projects which are under contract for erection. Where a model is presented, exterior elevations or perspectives of uncompleted projects are not mandatory.

MODELS

Models will be received for exhibition. Models must be of reasonably durable construction mounted on a rigid base, having an area of not more than 15 sq. ft.

DESCRIPTIVE DATA FOR EACH BUILDING—ON FACE OF MOUNT OR BASE OF MODEL

Name and location of hospital. Name of Architect. Name of owner. Name of General Contractor.

Gross cubage of the entire structure calculated in accordance with A.I.A. Standard Method, A.I.A. Document No. 239.

Gross sq. ft. of floor area inside exterior walls.

Designed bed capacity.

SUPPLEMENTARY INFORMATION

Special program requirements—special or unusual conditions of site or problem.

Technical data including: Type of construction—Materials—Mechanical systems and supply systems (including mechanical transportation and special piping arrangements).

Cost exclusive of land, landscaping and fees.

This supplementary information shall be limited to three typewritten pages 8½" x 11", which shall be securely bound together and attached to face of the mount or base of model.

SCREENING JURY

The American Hospital Association reserves the right to withhold from exhibition entries deemed to be unsuitable in facilities provided or in architectural character, upon the advice of the Screening Jury. The Jury appointed by the American Hospital Association shall consist of at least three members of A.I.A. experienced in hospital design, and two non-architect hospital administrators representing the American Hospital Association.

CLOSING DATE

All entry blanks, together with exhibitors fees must be received at the American Hospital Association office in Chicago not later than August 10, 1951. In the shipping of exhibits, all shipments should be timed so that they will arrive in St. Louis not later than midnight, September 12.

FEES

Each exhibitor shall pay fees as follows:

Mounts: $15 for each single mount displayed; $30 for each double mount displayed .

Models: $25 for each model displayed.

Exhibition fees will be remitted to entrants whose entries for any reason are not exhibited.

ASSIGNMENT OF EXHIBIT SPACE

The American Hospital Association reserves the right to assign exhibit space. The American Hospital Association will arrange to have the necessary backwalls fitted into the room for display of the exhibit, and will provide the necessary tables for the exhibit of models. Adequate general illumination will be provided. No special individual lighting effects permitted. Insofar as possible multiple exhibits by one architect or firm will be grouped together.

SUPERVISION

The American Hospital Association will provide a representative experienced in hospital design to supervise the unpacking and placing of exhibits. This supervisor will be on hand during the entire period of the exhibition to answer questions and interpret various aspects of the exhibit. The supervisor will oversee the dismantlling and re-packing of exhibit. The necessary labor involved in this work will be paid for by the American Hospital Association.

SHIPPING

Entries are to be shipped only via Parcel Post or Railway Express Agency, fully prepaid to:

Architectural Exhibit, American Hospital Association, Committee Room C—Kiel Auditorium, St. Louis, Missouri.

Marked: For delivery September 11 to 13. All entries will be re-shipped to exhibitors on or before September 24, via Railway Express Agency, collect. Each inbound shipment shall show insured value for use on return. Original container shall be constructed for return shipping use.

LIABILITY AND INSURANCE

The A.H.A. or the Auditorium management or any officers or staff members will not be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes, but will use reasonable care to protect the exhibitors from such loss and will have watchmen on duty during all periods when the exhibit is not operating. Exhibitors wishing to insure their exhibits must do so at their own expense.

Entry blanks may be obtained through:

American Hospital Association,
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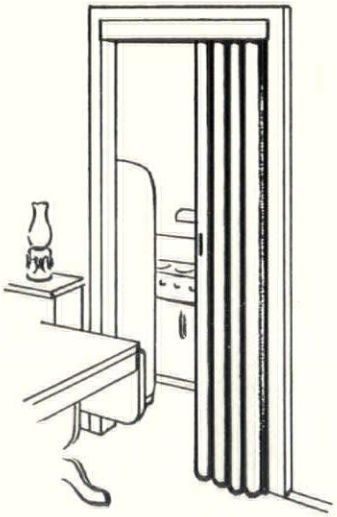

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PRESENTATION OF PAPERS BY A.I.A. CHAPTER MEMBERS

Lack of space prevented earlier publishing of the following talks by Kenneth C. Welch of the Detroit Chapter, A.I.A., and Walter H. Sobel of the Chicago Chapter, A.I.A., before the Convention of the Wisconsin Architects Association in February. However, because of their nature, they are as timely today as they were in February, and, hence, are presented to you now.

CURRENT RELOCATION OF RETAIL AREAS

By Kenneth C. Welch

As it stands, the automobile threatens to and can destroy the usefulness of our present cities. We cannot do anything about the number of automobiles nor the ability of people to use them. They are both a symbol and part of our great economic and industrial expansion. Our urban pattern based on the streetcar and the civil engineers use of straight lines and the gridiron pattern will not gracefully accept the use of the automobile as a means of transportation.

Nor can we do much about remaking our urban pattern to make it fit. We have too great an investment in it. There is the problem to guide future growth —rehabilitate Blight. Traffic engineers are helping on a short range basis and an occasional expressway will give some relief but in turn require a greater terminal area, which will be difficult to provide.

We are all familiar with the great confusion and costly congestion in our central business districts because of the intermixing of pedestrians, private cars, busses and trucks. The necessity and desirability of making right and left hand turns against traffic and against pedestrians, the unavoidable, double parking annoyance of the signal controls are all familiar.

One partial answer is to guide the growth of the Metropolitan Area through a constructive decentralization to relieve the pressure on the central business district. One of the most important phases of decentralization is providing suburban shopping centers which are branches of the retail area of the central business district.

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The central business district is vitally important to the entire community. There is an increased demand today for structural space at an even higher density than exists in our central business district. It is logical that human beings want to make human-personal contacts in the more important business, professional and cultural pursuits. Walking is still the simplest and possibly the most pleasant way to get around for reasonably short distances. The central business district is similar to the main office of a large industrial corporation. It houses a great concentration of brains and of executive and professional skill vital to our economic well - being. The labor force and staffs accessory to these vital functions provide a lucrative market for the retail area which is part of the central district. This small area contains important governmental headquarters, concentration of manufacturers agents, financial institutions and countless similar other activities. Regional transportation naturally centers here. Airport busses, railroad passenger terminals, bus terminals. The hotels for visitors both business and those seeking entertainment and the cultural pursuits that are best centralized. Everyone has seen the headlines of the preliminary reports of the recent census, showing the great increase in the suburban areas as compared with the central city.

The automobile is the instrument that has created this urban sprawl which is a destructive thing and must be realistically controlled if the economic structure of the central city is to be preserved. This urban sprawl is impossible to serve efficiently with mass transportation because of the great areas of low density. However, one thing which is not realized in addition to the migration of people to the suburbs, has been a greater migration of purchasing power.

Medium income in the suburbs in the twelve largest metropolitan areas was $4,200 or 35% greater than the $3,100 of the central city.

A number of other revolutions have taken place in a relative few years. Complexity of government, ten-fold increase in federal taxes. The central city is finding it increasingly difficult to pay for all the services it furnishes the surrounding sprawl which polite planners used to call such nice names as "dormitory" or satellite" towns.

Another important revolution, however. Taxes and other things have resulted in healthy redistribution of family income. Professor Nystrom of Columbia and Professor Converse of Illinois have established and brought up to date certain standards of living as related to family incomes.

Business Week reduced the number of groups to three, and comparing the 1929 data with 1949, we find these radical changes:

Business Week regrouped families into 3 categories; bare bone living, the good life, and luxurious living.

In 1929 only 20 years ago, the bare bone living families represented 42.2% — today only 30% of all families.

In '29 the good life almost 50% — today 66%.

The luxurious have been reduced from 8.2% down to 4.0%.

What has been the effect of these revolutions on retail trade? There have been equally severe changes.

(Department of Commerce). In less than 10 years, food and drink sales have increased from less than 29% of all goods and service expenditures to 35%. This represents a 20% increase.

Clothing sales — mostly to women have increased from 10.2% of expenditures to 11.5%. Only an increase of 13%. Furniture and household goods only 8%, gas and oil — autos and parts only 3%.

It is not a coincidence that food and drinking outlets are the most numerous and accessible in any urban area — or that automobiles are getting to be too difficult to operate. Perhaps a better way to put it would be that the pleasure of driving in the city is fast disappearing. It is becoming a dangerous, often frustrating, annoyance.

The impact of the automobile is changing relative sales in department stores, the heretofore king of all retail establishments. Department stores have been the logical champion of centralization. They have, and some still are fighting decentralization. They have felt that it was possible to solve the parking problem in the central district. It is a matter of arithmetic to show that this is quite impossible.

In the branches of regional shopping centers planned in the suburbs, parking ratios of 3 to 1 are about minimum. That is three times the parking area to one of useful building area. It takes only very simple arithmetic to see that in any central district only from 1/16 to 1/10 of this ratio of terminal space to structural area would be possible. And if it were possible to materially increase the ratio, the existing gridiron streets could not possibly handle the traffic.

IDEAL CENTER

The ideal suburban center is a complete center which can be a real branch of a downtown retail district but catering to the automobile. Such a center would retain all of the desirable factors of the Central Business district most important of which are type of stores and concentration of pedestrian traffic. But they would eliminate all of the objections such as interference of vehicles and pedestrians and the atmosphere of concrete and asphalt. Such an ideal center must not be confused with the present day community centers or so-called "hot spots".

National Suburban Centers list seven factors which are deemed important in this kind of a center.

1. Right kind of stores. Proper number. Size. Branches of established retail outlets, Importance of publicity.

2. Common sense survey should be made to determine location, size of center, types and sizes of stores.

3. Parking ratio is 3 to 1 written in leases.

4. Ample highway capacity at the time needed.

5. Site design modern architecture stressing convenience and flexibility for seasonal and future changes. Minimum traffic interference concentration of pedestrian traffic not the dispersal of the typical strip development. Suburban environment.

6. Protection for surrounding neighborhoods. Protection for maintained safe highway capacity. Requires voluntary zoning. Most ribbon developments and developments with insufficient parking use residential streets for overflow.

7. Modern management merchandise-minded rather than the approach of the real estate developer, who is generally interested in a short range investment and a quick turnover.

THE ARCHITECT AND THE CHAIN STORE CLIENT

By Walter H. Sobel

The following paper read by Mr. Sobel contains not only constructive data, but is a human interest story telling of the young Architect returning from World War II to his "little office" and being handed his first commission which developed into a major cross-country development.

Mr. Sobel used slides which illustrated the problems and their solutions, especially the strategy used in calling attention to the small shops with their narrow fronts in competition with adjoining stores of 75 to 100 foot frontage.

"About five and one-half years ago in November, 1945, I was asked to meet with the executive in charge of operations for a chain of Cotton Dress Shops. It was the first major contact with a client after re-opening our office following the War.

"I arrived at their offices the next afternoon armed with a brochure of the store work done prior to the War. It was not all of the quality of which one would be proud, but it was the best available. After leafing through a few examples this man told me he would prefer to show me some of his problems. He explained that theirs was a chain of approximately eighty shops. They retailed Cotton dresses selling from $2.98 to $7.98. This company, called The Cotton Shops, had begun operations in 1932, in the depth of the depression. Perhaps, because their low cost item was in reach of so many people, they had successfully developed to the point of having over eighty shops and continuing to expand. The development was definitely based upon the creation of a strong market for one item, a good cotton dress.

"The Cotton Shops had previously used Architectural services, but it had been extremely meager; no matter how large the job, one sheet of drawings and very little specifications were the rule. There was little apparent attempt made to provide the Client with proper service including reliable preliminary estimates, complete plans and specifications, accurate bidding and energetic supervision and expediting of materials.

"The conference which lasted most of that afternoon provided us with six commissions, some of which were in the process and others which we would develop from the start. I must have been a little dazed as I went back to my little office and two young draftsmen, who had started with me directly after their discharge from service.

"Over these last five and one-half years we have designed and supervised installation of approximately 50 new units plus the alterations to a number of existing shops. Our work has been done all over the United States, east of Nebraska, and including New York, Florida and Texas. This has required a great

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deal of travelling which is both an advantage and a disadvantage. The advantage is in meeting many people and keeping abreast of the new Architecture in various parts of the country. The disadvantage is the amount of time required by the travelling and the difficulties in being out of the office so much. Another major advantage has been the contacts which have provided us with many new accounts.

"From the outset we began to develop the various elements required for installation with an eye to standardization. This, of course, only applied generally to the interiors. The premises vary from less than 10 feet to over 20 feet in width and from 40 to over 100 feet in length. On the fronts we experimented with every possible device to overcome the physical problems. In narrow widths we carry terrazzo through the floor of one window; put the other on a leg and run the terrazzo under to create apparent width. For the same reason we use deck or glass top windows to show the largest width of plaster ceiling. Where the front is shallow we carry the lobby ceiling beyond the door line. It is necessary to have lobby windows since the shops are mainly in one hundred per cent locations. This involves, of course, high rentals and demand high selling volume. Therefore, where Kresge or Woolworth show most of their items in their windows, they have 75 to 100 feet of frontage. In a narrow front it is necessary to go back from the walk to show as much merchandise as possible. We developed a style of lettering for the exterior signs and integrated this for all signs throughout the shop.

"On the interior we had other problems. First was that of the cases or hanging racks. These had looked like cigar boxes with facias, skirt boards, floors and ends. It was advisable to simplify these to give the stores more width and so we now have only a post, a cornice and in some cases an egg-crate top. The top is primarily to accommodate displays. The cases originally were painted, but we soon learned that there was a problem of having to remove all merchandise from the shop when it had to be redecorated; also, it delayed the opening of a new shop. The units now are completely finished in a cabinet shop and shipped as posts, cornice and hardware. Because of the simplification it is practical to purchase on competitive bids a quantity for five or ten shops at the same time — which is a considerable saving to the Client. We do similarly with lighting fixtures, hardware, wrapping counters, chairs and interior signs.

"On the interiors we also learned to overcome the physical defects of the space. For instance in a long, narrow space, the Asphalt Tile pattern and lighting fixtures are run across the width to create a wider appearance, similarly the color and wallpapers are used to add to the illusions.

"It is obvious from the photographs that a considerable amount of time, research and experimentation was done to create the answer to the problem of a store for an inexpensive item. As I mentioned before there has been a great deal of travel involved which took much time and also there are the problems of maintenance, which we handle and which perhaps is not a particularly remunerative phase of the work. However, at most times during our early stages we were merely happy for the opportunity of developing our design and achieving fine cooperation from all those involved, to the extent that there were times when we felt that we should perhaps pay rather than be paid."

CORSON EXPLOSION METHOD

One of the most important developments to take place in the lime industry is the Corson Explosion Method of continuous pressure hydration by means of which dolomitic lime is not only throughly hydrated but also given high instantaneous plasticity and other superior qualities. The basic features of the Corson process are the special hydrator with its "explosive" discharge and the treatment after hydration by tube milling.

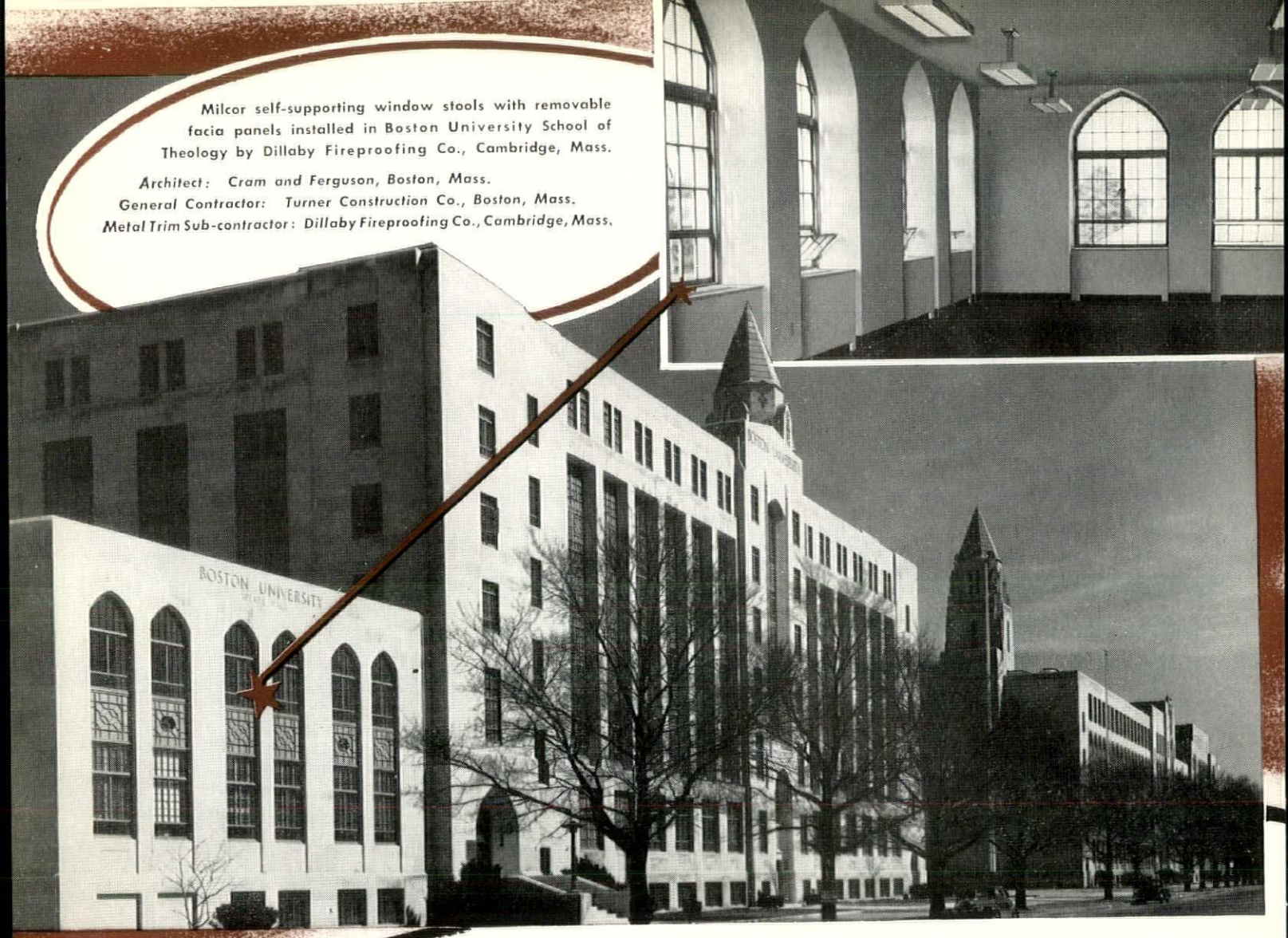
This process in a few hours makes a finishing lime which far surpasses in soundness, plasticity and strength even the fabulous limes produced in ancient Roman days. In those days of Roman ascendancy in art, war and the sciences, sculptors required a lime far above ordinary quality. This they obtained by putting quick-lime into vats in cellars, leaving it there to soak for many years. These vats were handed down from generation to generation.

The Corson explosion method of continous pressure hydration can be briefly described as a process whereby quicklime is automatically fed at constant weight to a mixer, in which the proper amount of water is added. The quicklime used in the Corson plant is a hammer-mill product, not very finely pulverized. A special pump was developed to feed the resulting slurry into a 7-ft.-dia. by 20-ft. pressure cylinder operating at 75 lbs. pressure and a temperature of 300 deg. F. In the cylinder hydration takes place under mechanical agitation for about 30 minutes, and the product is continously discharged (or exploded) through a small pipe, at the rate of 10,000 ft. per second, into a special cyclone type collector at atmospheric pressure. In this explosion process the finely divided lime—average particle size 2/5 micron—is separated from the water by the spray drying principle. The lime falls to the bottom of the collector and is then fed to a tube mill, not to grind it finer but to agglomerate it, thereby increasing its plasticity. The lime is discharged from the tube mill to an air separating system or to a screen for the removal of core, etc. The finished product is then bagged in the usual manner. At the end of one year is approximately four times that of the regular lime when 24-in. cubes where tested sanded 3 to 1. The compressive strength at the end of the year is approximately 1000 lbs. p.s.i. In the early periods the strength of both limes is approximately the same .

Using the Emley plasticimeter, the "Miracle" lime showed a plasticity of 325 both immediately and after 24 hours. The ordinary hydrate had a plasticity of only 110 at the same periods.

Tests were made with the Voss extrusion energy machine showed that the sand carrying capacity of the "Miracle" lime was 5¼ to 1, as compared with 2¾ to 1 for the ordinary hydrate.

The particle size of "Miracle" lime, due to its having been exploded from the pressure hydrator, is only 2/5 micron, as compared with 6 microns for the ordinary hydrate. This fineness gives "Miracle" lime not only greater plasticity and bonding power but even greater waterproofness than it obtained from ordinary lime. Its soundness is greater (less than 8 percent unhydrated oxides) because there is much less unhydrated material and its color is whiter than that of ordinary hydrate. Its colloidal structure makes it unusually adhesive.



Milcor self-supporting window stools with removable facia panels installed in Boston University School of Theology by Dillaby Fireproofing Co., Cambridge, Mass.

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